ADD Godrej Consumer Products

Better international show aids the Q4FY24 beat

Consumer Goods → Result Update → May 7, 2024



TARGET PRICE (Rs): 1,350

GCPL's Q4FY24 results beat our expectations, with inline sales growth of 6% albeit better margin at 22.3% (up by 230bps YoY) driving the EBITDA (up 18% YoY) beat of 6%; the lower tax rate (at 17%) drove the adj. PAT (up 22% YoY) beat of 15%. Domestic business performance missed expectations, with sales and EBITDA growing 12% each (OPM at 26.6% stood flat YoY). International business reported a 2% decline, affected by reorganization (Rs4.7bn) of the East Africa business; EBITDA expanded 34% YoY, with EBITDA margin expansion of 435bps YoY to 16.1%. The company has recognized the impairment charge of Rs13.9bn towards Brand and Goodwill for the Africa cluster. We will review our estimates after the investor meet scheduled for 7-May-24. We maintain ADD on GCPL, with Mar-25E TP of Rs1,350, on 50x P/E.

Godrej Consumer Products: Financial Snapshot (Consolidated)								
Y/E Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E			
Revenue	122,765	133,160	140,961	154,362	169,690			
EBITDA	23,951	24,305	29,435	34,657	38,838			
Adj. PAT	17,915	17,459	13,855	23,908	27,675			
Adj. EPS (Rs)	17.5	17.1	13.5	23.4	27.1			
EBITDA margin (%)	19.5	18.3	20.9	22.5	22.9			
EBITDA growth (%)	0.3	1.5	21.1	17.7	12.1			
Adj. EPS growth (%)	1.9	(2.6)	(20.6)	72.6	15.8			
RoE (%)	17.1	13.9	15.3	18.0	19.3			
RoIC (%)	19.8	16.9	18.6	21.1	23.6			
P/E (x)	71.4	73.2	92.3	53.5	46.2			
EV/EBITDA (x)	52.6	51.2	42.0	35.9	31.9			
P/B (x)	11.1	9.3	10.1	9.3	8.7			
FCFF yield (%)	0.9	1.6	1.4	2.1	2.3			

Source: Company, Emkay Research

Weak domestic performance - Sales and EBITDA grew 12% each in Q4FY24

GCPL's topline grew 6% YoY to Rs34bn (in-line). Domestic revenue grew 12% YoY to Rs20bn, with 15% volume growth. Organic business grew 5% to Rs18.7bn, with 7% vol. growth. HI put up a poor show due to a weak winter in the North and parts of the East. Incense stick launch under a new formulation is seeing positive response. Personal care enjoyed a strong show, with high single-digit volume growth. Hair color, air freshener, and Fabric care saw double-digit vol. growth. Raymond portfolio saw 22% YoY growth to Rs1.37bn (seasonally weak quarter). Domestic EBITDA margin at 26.6% stood flat YoY. In Q1FY25, GCPL has launched *Cinthol Foam Body wash* in select markets, at Rs120/unit.

Better international show drives the EBITDA and PAT beat

Overall international revenue at Rs13.8bn declined 2% vs our expectations of a 10% decline. International EBITDA saw healthy growth of 34%, with 16% EBITDA margin (up by 435bps YoY). Indonesia business reported 15% sales growth (aided by a good show in HI and shift in the Lebaran period to Q4) to Rs5bn, and 34% EBITDA growth to Rs1.3bn (EBITDA margin at 25.2% expanded by 360bps YoY). GAUM cluster revenue declined 23% YoY to Rs5.93bn, affected (by Rs4.7bn) by the reorganization of the East Africa business, whereas EBITDA grew 55% YoY to ~Rs850mn (OPM at 14.3% expanded by 720bps YoY). Other countries (comprising of SAARC and LatAm) saw 41% growth to Rs2.87bn (+262% CC growth), and EBITDA margin stood at 4% (vs 8.5% in Q4FY23).

We maintain ADD, on limited upside potential

During Q4, the company created an impairment charge of Rs13.9bn towards Brand and Goodwill for Africa (including 'Strength Of Nature') and recognized loss of Rs9.3bn on sale of subsidiaries and businesses in East Africa. After a gap of three years, the BOD has declared dividend of Rs15/sh (\sim 75% payout on adjusted PAT). We will review our estimates following the investor meet scheduled for 7-May-24. We maintain ADD, with TP of Rs1,350, on 50x P/E, at 20% premium to its last 5Y avg. fwd. P/E.

Target Price – 12M	Mar-25
Change in TP (%)	-
Current Reco.	ADD
Previous Reco.	ADD
Upside/(Downside) (%)	8.0
CMP (06-May-24) (Rs)	1 250 2

Stock Data	
52-week High (Rs)	1,314
52-week Low (Rs)	932
Shares outstanding (mn)	1,022.8
Market-cap (Rs bn)	1,279
Market-cap (USD mn)	15,314
Net-debt, FY25E (Rs mn)	0
ADTV-3M (mn shares)	1
ADTV-3M (Rs mn)	1,149.1
ADTV-3M (USD mn)	13.8
Free float (%)	36.8
Nifty-50	22,443
INR/USD	83.5
Shareholding, Mar-24	
Promoters (%)	63.2
FPIs/MFs (%)	22.6/9.0

Price Performance								
(%)	1M	3M	12M					
Absolute	3.3	1.1	33.5					
Rel. to Nifty	3.6	(1.3)	7.5					

1-Year share price trend (Rs)



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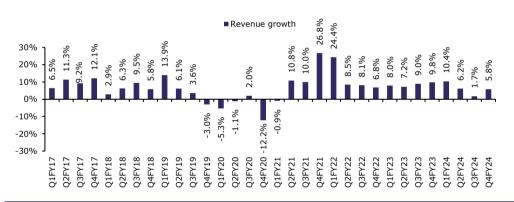
Quarterly performance

Exhibit	1:0)4FY24	performance
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Y/E Mar (Rs mn)	Q4FY24	Q4FY23	YoY (%)	Q3FY24	QoQ (%)	Q4FY24E	Var. (%)	FY24	FY23	YoY (%)
Total income	33,856	32,002	5.8	36,596	(7.5)	33,649	0.6	140,961	133,160	5.9
Cost of goods	14,857	15,074	(1.4)	16,143	(8.0)	14,607	1.7	63,203	67,028	(5.7)
Employee expenses	3,237	3,008	7.6	2,761	17.2	3,316	(2.4)	12,493	11,115	12.4
A&P spends	3,063	2,245	36.4	3,433	(10.8)	2,951	3.8	13,359	9,855	35.6
Other expenses	5,142	5,267	(2.4)	5,853	(12.1)	5,644	(8.9)	22,471	20,858	7.7
EBITDA	7,557	6,409	17.9	8,407	(10.1)	7,132	6.0	29,435	24,304	21.1
EBITDA margin (%)	22.3	20.0	230bps	23.0	-70bps	21.2	110bps	20.9	18.3	260bps
Depreciation	499	686	(27.2)	539	(7.4)	552	(9.6)	2,410	2,363	2.0
EBIT	7,058	5,723	23.3	7,868	(10.3)	6,579	7.3	27,025	21,941	23.2
EBITM (%)	20.8	17.9	300bps	21.5	-70bps	19.6		19.2	16.5	270bps
Interest cost	785	525	49.4	666	17.8	721	8.8	2,964	1,757	68.6
Other income	638	579	10.2	701	(8.9)	724	(11.8)	2,690	1,685	59.7
PBT	6,912	5,777	19.6	7,903	(12.5)	6,582	5.0	26,751	21,868	22.3
Tax	1,171	1,086	7.8	2,024	(42.1)	1,607	(27.1)	6,566	4,400	49.2
Tax rate (%)	16.9	18.8		25.6		24.4	(30.6)	24.5	20.1	
Non-recurring items	-24,673	-169		-16		0		-25,737	-443	
PAT	-18,932	4,521	(518.7)	5,864	(422.9)	4,975	(480.6)	-5,552	17,025	(132.6)
Adj. PAT	5,740	4,690	22.4	5,880	(2.4)	4,975	15.4	20,185	17,468	15.6
Net profit margin (%)	17.0	14.7		16.1		14.8		14.3	13.1	
EPS (Rs)	5.6	4.6	22.4	5.7	(2.4)	4.9		19.7	17.1	15.5

Source: Company, Emkay Research

Exhibit 2: Consolidated revenue growth



Source: Company, Emkay Research

Exhibit 3: Gross margin trend

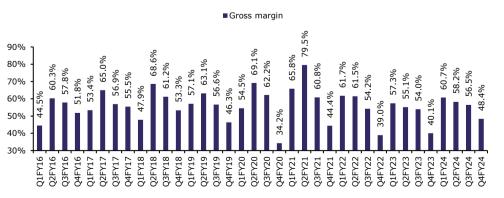
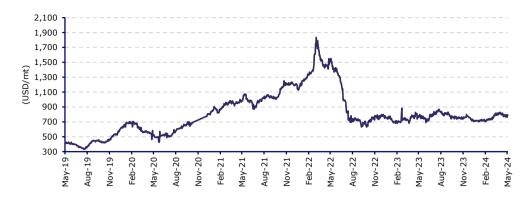


Exhibit 4: Palm Fatty Acid distillate (PFAD) prices



Source: Bloomberg, Emkay Research

Exhibit 5: HDPE prices



Source: Bloomberg, Emkay Research

Exhibit 6: Crude Oil prices



Source: Bloomberg, Emkay Research

Exhibit 7: Advertisement and Promotion spending as a % of sales

■A&P spendings

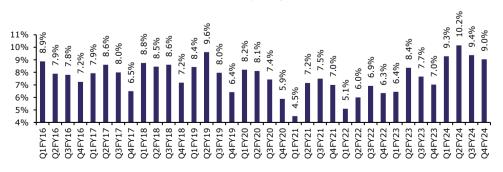
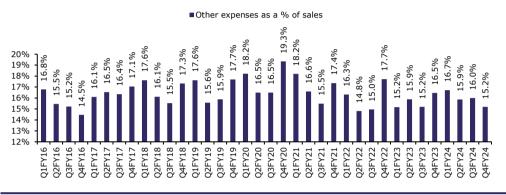


Exhibit 8: Staff cost as a % of sales



Source: Company, Emkay Research

Exhibit 9: Other expenses as a % of sales



Source: Company, Emkay Research

Exhibit 10: EBITDA margin trend 23.1% 23.0% 25% **23.1%** 22.7% 22.7% 22.4% 22.3% 21.9% 24% 23% 22% 19.8% 19.4% 21% 20% 19% 18% 17% 16% 15% Q2FY16 Q3FY16 Q4FY16 Q2FY17 Q3FY17 Q4FY17 Q1FY18 Q2FY18 Q3FY18 Q4FY18 Q1FY19 Q2FY19 Q3FY19 Q4FY19 Q1FY20 Q2FY20 Q3FY20 Q4FY20 Q1FY21 Q2FY21 Q4FY21 Q2FY22 Q3FY22 Q4FY22 Q1FY23 Q2FY23 Q3FY23 Q4FY23 Q1FY17 Q3FY21 Q1FY22 Q1FY24

Source: Company, Emkay Research

Exhibit 11: EBITDA growth trend (YoY)

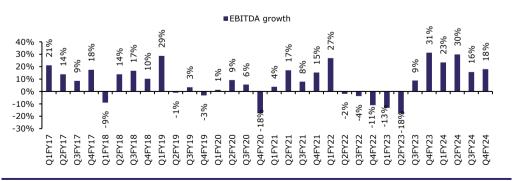
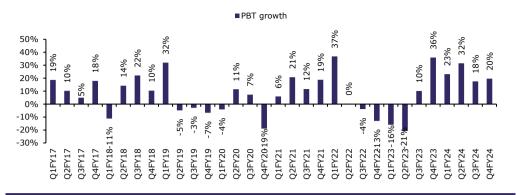
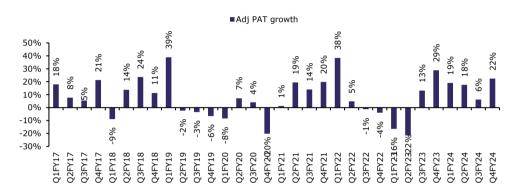


Exhibit 12: Profit before tax growth (YoY)



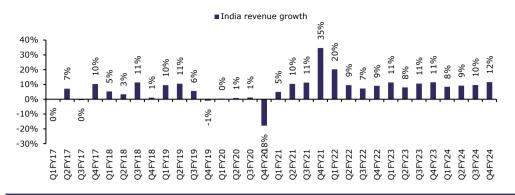
Source: Company, Emkay Research

Exhibit 13: Adjusted profit after tax growth (YoY)



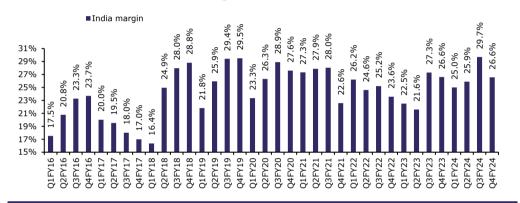
India business performance

Exhibit 14: India business - Revenue growth



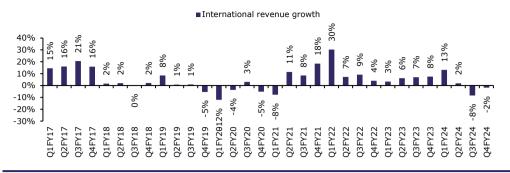
Source: Company, Emkay Research

Exhibit 15: India business – EBITDA margin



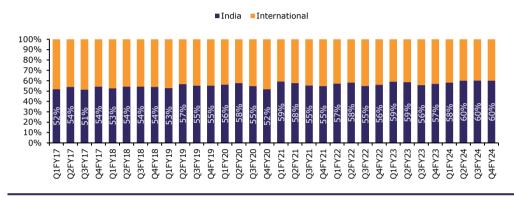
International business performance

Exhibit 16: International business - Revenue growth



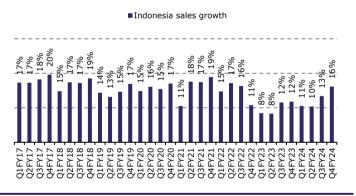
Source: Company, Emkay Research

Exhibit 17: Revenue contribution from the India and International businesses



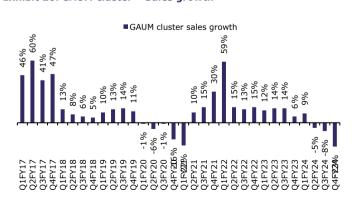
Source: Company, Emkay Research

Exhibit 18: Indonesia business - Sales growth



Source: Company, Emkay Research

Exhibit 20: GAUM cluster - Sales growth



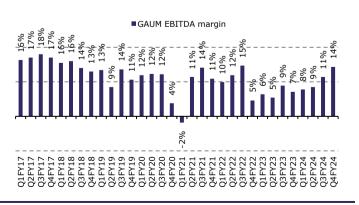
Source: Company, Emkay Research

Exhibit 19: Indonesia business - Margin



Source: Company, Emkay Research

Exhibit 21: GAUM cluster - Margin



We maintain ADD; Mar-25E TP of Rs1,350

Exhibit 22: GCPL's one-year forward P/E trend



Source: Company, Bloomberg, Emkay Research

Exhibit	23:	Key	, assum	ptions
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Exhibit 23: Key assumptions							
	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E
Growth							
Domestic Sales growth	-4%	14%	11%	10%	10%	12%	9%
Console Sales growth	-4%	11%	11%	8%	6%	10%	10%
EBITDA growth	-1%	11%	0%	1%	21%	18%	12%
Earnings growth	5%	12%	2%	-3%	16%	18%	16%
Margin							
Gross margin	57%	55%	51%	50%	55%	56%	56%
A&P spends as a % of sales	7%	7%	6%	7%	9%	9%	9%
EBITDA margin	22%	22%	20%	18%	21%	22%	23%
Per share data							
Adj. EPS (Rs)	15.3	17.2	17.5	17.1	19.7	23.4	27.1
DPS (Rs)	8.0	0.0	0.0	0.0	15.0	18.0	19.0
Balance sheet data							
Avg. ROCE	19%	21%	19%	16%	18%	21%	23%
Avg. RoE	21%	20%	17%	14%	15%	18%	19%
Inventory days	63	57	63	42	33	38	36
Receivable days	43	33	33	34	40	33	32
Payable days	91	71	64	50	43	49	49

Exhibit 24: Changes to Emkay estimates

(Rs mn)	Nev	New estimates			Old estimates			Changes to our estimates		
	FY24	FY25E	FY26E	FY24	FY25E	FY26E	FY24E	FY25E	FY26E	
Revenue	139,741	152,559	167,114	140,166	153,707	169,181	0%	-1%	-1%	
Growth	5.9%	9.5%	9.9%	6.2%	9.7%	10.1%				
EBITDA	29,435	34,662	38,838	29,018	34,804	39,339	1%	0%	-1%	
Growth	21.1%	17.8%	12.1%	19.4%	19.9%	13.0%				
EBITDA margin	20.9%	22.4%	22.9%	23.2%	23.8%	24.4%				
Adj PAT	20,185	23,911	27,675	19,602	24,051	28,080	3%	-1%	-1%	
Growth	15.6%	18.5%	15.8%	12.3%	22.7%	16.8%				
EPS (Rs)	19.7	23.4	27.1	19.2	23.5	27.5	3%	-1%	-1%	

Source: Emkay Research

Exhibit 25: Emkay vs Consensus estimates

(Rs mn)	Emk	Emkay estimates			Consensus estimates			Emkay vs Consensus		
	FY24	FY25E	FY26E	FY24	FY25E	FY26E	FY24E	FY25E	FY26E	
Revenue	139,741	152,559	167,114	141,509	155,554	172,280	-1%	-2%	-3%	
Growth	5.9%	9.5%	9.9%	7.2%	9.9%	10.8%				
EBITDA	29,435	34,662	38,838	29,787	34,522	39,331	-1%	0%	-1%	
Growth	21.1%	17.8%	12.1%	22.6%	15.9%	13.9%				
EBITDA margin	20.9%	22.4%	22.9%	21.0%	22.2%	22.8%				
Adj PAT	20,185	23,911	27,675	19,944	24,294	28,504	1%	-2%	-3%	
Growth	15.6%	18.5%	15.8%	14.3%	21.8%	17.3%				
EPS (Rs)	19.7	23.4	27.1	19.5	23.8	27.9	1%	-2%	-3%	

Source: Emkay Research

Godrej Consumer Products: Consolidated Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Revenue	122,765	133,160	140,961	154,362	169,690
Revenue growth (%)	11.3	8.5	5.9	9.5	9.9
EBITDA	23,951	24,305	29,435	34,657	38,838
EBITDA growth (%)	0.3	1.5	21.1	17.7	12.1
Depreciation & Amortization	2,099	2,363	2,410	2,610	2,810
EBIT	21,852	21,942	27,025	32,048	36,028
EBIT growth (%)	0.0	0.4	23.2	18.6	12.4
Other operating income	1,023	1,173	1,220	1,842	2,576
Other income	897	1,684	2,690	1,500	2,100
Financial expense	1,102	1,757	2,964	1,600	1,000
PBT	21,647	21,868	26,751	31,948	37,128
Extraordinary items	0	0	0	0	0
Taxes	3,719	4,303	6,566	8,306	9,653
Minority interest	(3)	0	0	0	0
Income from JV/Associates	0	0	0	0	0
Reported PAT	17,834	17,025	(5,605)	24,667	28,244
PAT growth (%)	3.6	(4.5)	(132.9)	0.0	14.5
Adjusted PAT	17,915	17,459	13,855	23,908	27,675
Diluted EPS (Rs)	17.5	17.1	13.5	23.4	27.1
Diluted EPS growth (%)	1.9	(2.6)	(20.6)	72.6	15.8
DPS (Rs)	0.0	0.0	15.0	13.0	18.0
Dividend payout (%)	0.0	0.0	(273.7)	53.9	65.2
EBITDA margin (%)	19.5	18.3	20.9	22.5	22.9
EBIT margin (%)	17.8	16.5	19.2	20.8	21.2
Effective tax rate (%)	17.2	19.7	24.5	26.0	26.0
NOPLAT (pre-IndAS)	18,098	17,625	20,392	23,715	26,661
Shares outstanding (mn)	1,022.6	1,022.7	1,022.8	1,022.8	1,022.8

Source:	Company,	Emkay	Research	

Cash flows					
Y/E Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
PBT	21,647	21,868	26,751	31,948	37,128
Others (non-cash items)	0	0	0	0	0
Taxes paid	(4,475)	(4,185)	(3,739)	(8,306)	(9,653)
Change in NWC	(5,362)	933	(4,560)	2,607	154
Operating cash flow	14,506	21,507	20,699	30,330	32,539
Capital expenditure	(2,765)	(2,197)	(2,766)	(4,719)	(4,500)
Acquisition of business	0	0	0	0	0
Interest & dividend income	590	1,109	2,311	0	0
Investing cash flow	(8,642)	(17,583)	(33,630)	(4,719)	(4,500)
Equity raised/(repaid)	0	0	0	0	0
Debt raised/(repaid)	(2,198)	(6,344)	22,652	(16,546)	(4,000)
Payment of lease liabilities	474	0	0	0	0
Interest paid	(1,123)	(1,116)	(2,620)	(1,500)	(2,100)
Dividend paid (incl tax)	0	Ō	(5,114)	(13,296)	(18,410)
Others	(477)	(436)	(855)	0	0
Financing cash flow	(3,798)	(7,896)	14,063	(31,343)	(24,510)
Net chg in Cash	2,065	(3,972)	1,132	(5,732)	3,528
OCF	14,506	21,507	20,699	30,330	32,539
Adj. OCF (w/o NWC chg.)	19,867	20,573	25,259	27,722	32,385
FCFF	11,741	19,309	17,933	25,611	28,039
FCFE	11,229	18,661	17,281	24,011	27,039
OCF/EBITDA (%)	60.6	88.5	70.3	87.5	83.8
FCFE/PAT (%)	62.7	106.9	124.7	100.4	97.7
FCFF/NOPLAT (%)	64.9	109.6	87.9	108.0	105.2

Source:	Company,	Emkay Research	1

Balance Sheet					
Y/E Mar (Rs mn)	FY22	FY23	FY24	FY25E	FY26E
Share capital	1,023	1,023	1,023	1,023	1,023
Reserves & Surplus	114,537	136,920	124,963	136,333	146,167
Net worth	115,559	137,942	125,986	137,356	147,189
Minority interests	0	0	0	0	0
Deferred tax liability (net)	(6,796)	(6,412)	(2,804)	(2,804)	(2,804)
Total debt	18,136	12,346	33,895	17,453	13,562
Total liabilities & equity	126,900	143,876	157,078	152,006	157,948
Net tangible fixed assets	37,441	40,147	52,381	54,272	55,962
Net intangible assets	53,768	58,223	50,264	50,264	50,264
Net ROU assets	985	967	1,651	1,734	1,820
Capital WIP	1,164	454	782	1,000	1,000
Goodwill	53,768	58,223	50,264	50,264	50,264
Investments [JV/Associates]	0	0	0	0	0
Cash & equivalents	24,301	36,880	43,441	38,882	43,305
Current assets (ex-cash)	37,352	32,256	34,249	36,164	38,411
Current Liab. & Prov.	27,126	24,085	24,040	28,576	30,995
NWC (ex-cash)	10,226	8,171	10,209	7,588	7,417
Total assets	126,900	143,876	157,077	152,006	157,948
Net debt	(19,399)	(33,939)	(41,768)	(33,158)	(41,531)
Capital employed	113,665	134,471	124,856	140,276	146,160
Invested capital	101,435	106,541	112,855	112,124	113,643
BVPS (Rs)	113.0	134.9	123.2	134.3	143.9
Net Debt/Equity (x)	(0.2)	(0.2)	(0.3)	(0.2)	(0.3)
Net Debt/EBITDA (x)	(0.8)	(1.4)	(1.4)	(1.0)	(1.1)
Interest coverage (x)	0.0	0.1	0.1	0.0	0.0
RoCE (%)	21.9	19.0	22.9	25.3	26.6

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E Mar	FY22	FY23	FY24	FY25E	FY26E
P/E (x)	71.4	73.2	92.3	53.5	46.2
P/CE(x)	63.8	64.2	56.6	48.7	42.2
P/B (x)	11.1	9.3	10.1	9.3	8.7
EV/Sales (x)	10.3	9.4	8.9	8.2	7.4
EV/EBITDA (x)	52.6	51.2	42.0	35.9	31.9
EV/EBIT(x)	57.6	56.7	45.8	38.9	34.3
EV/IC (x)	12.4	11.7	11.0	11.1	10.9
FCFF yield (%)	0.9	1.6	1.4	2.1	2.3
FCFE yield (%)	0.9	1.5	1.4	1.9	2.1
Dividend yield (%)	0.0	0.0	1.2	1.0	1.4
DuPont-RoE split					
Net profit margin (%)	14.6	13.2	14.3	15.3	16.2
Total asset turnover (x)	1.2	1.1	1.1	1.2	1.2
Assets/Equity (x)	1.0	1.0	1.0	1.0	1.0
RoE (%)	17.1	13.9	15.3	18.0	19.3
DuPont-RoIC					
NOPLAT margin (%)	14.7	13.2	14.5	15.4	15.7
IC turnover (x)	1.3	1.3	1.3	1.4	1.5
RoIC (%)	19.8	16.9	18.6	21.1	23.6
Operating metrics					
Core NWC days	(19.9)	(13.3)	(9.1)	(10.4)	(14.1)
Total NWC days	30.4	22.4	26.4	17.9	16.0
Fixed asset turnover	1.2	1.2	1.2	1.3	1.4
Opex-to-revenue (%)	31.0	31.4	34.3	33.5	32.7

RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (INR)	TP (INR)	Rating	Analyst
15-Apr-24	1,177	1,350	Add	Nitin Gupta
07-Apr-24	1,210	1,350	Add	Nitin Gupta
14-Mar-24	1,227	1,325	Add	Nitin Gupta
20-Feb-24	1,228	1,325	Add	Nitin Gupta
01-Feb-24	1,255	1,325	Add	Nitin Gupta
23-Jan-24	1,130	1,325	Add	Nitin Gupta
07-Jan-24	1,220	1,325	Add	Nitin Gupta
12-Dec-23	1,032	1,200	Buy	Nitin Gupta
30-Nov-23	1,008	1,200	Buy	Nitin Gupta
24-Nov-23	1,010	1,200	Buy	Nitin Gupta
17-Nov-23	997	1,200	Buy	Nitin Gupta
01-Nov-23	975	1,200	Buy	Nitin Gupta
20-Oct-23	988	1,200	Buy	Nitin Gupta
03-Oct-23	993	1,200	Buy	Nitin Gupta
28-Aug-23	1,028	1,225	Buy	Nitin Gupta
15-Aug-23	1,036	1,225	Buy	Nitin Gupta
08-Aug-23	1,009	1,225	Buy	Nitin Gupta
30-Jun-23	1,081	1,225	Buy	Nitin Gupta

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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